

# THE CLICK-TO-CALL PLAYBOOK FOR DISPLAY ADVERTISING



# Introduction

Consumers today view display ads on their smartphones. And when they convert, they call. It's estimated that display ads will drive **28.4 billion** calls to U.S. businesses in 2016 alone.<sup>1</sup>

Programmatic buying and new mobile-centric ad opportunities have opened the door for display advertising. While many marketers still view the channel as a branding tool, there is an opportunity for display to drive direct conversions both online and offline.

It's simple: To fully optimize ROI from display, it's time for marketers to understand the role calls play and their impact on ROI. The right attribution and optimizations will give display marketers full credit and intelligence for every conversion – including offline.

## After reading this eBook, you'll understand how to:

- Prove the complete impact of your display campaigns on lead generation and revenue
- Rapidly optimize placement and spend to drive more calls and customers
- Better target purchase-ready consumers using call data
- Increase conversion rates by adding click-to-call to your display ads

Display advertising  
will drive  
**28.4  
BILLION  
CALLS**  
to U.S. businesses  
in 2016.



# DISPLAY ADVERTISING IS HERE TO STAY

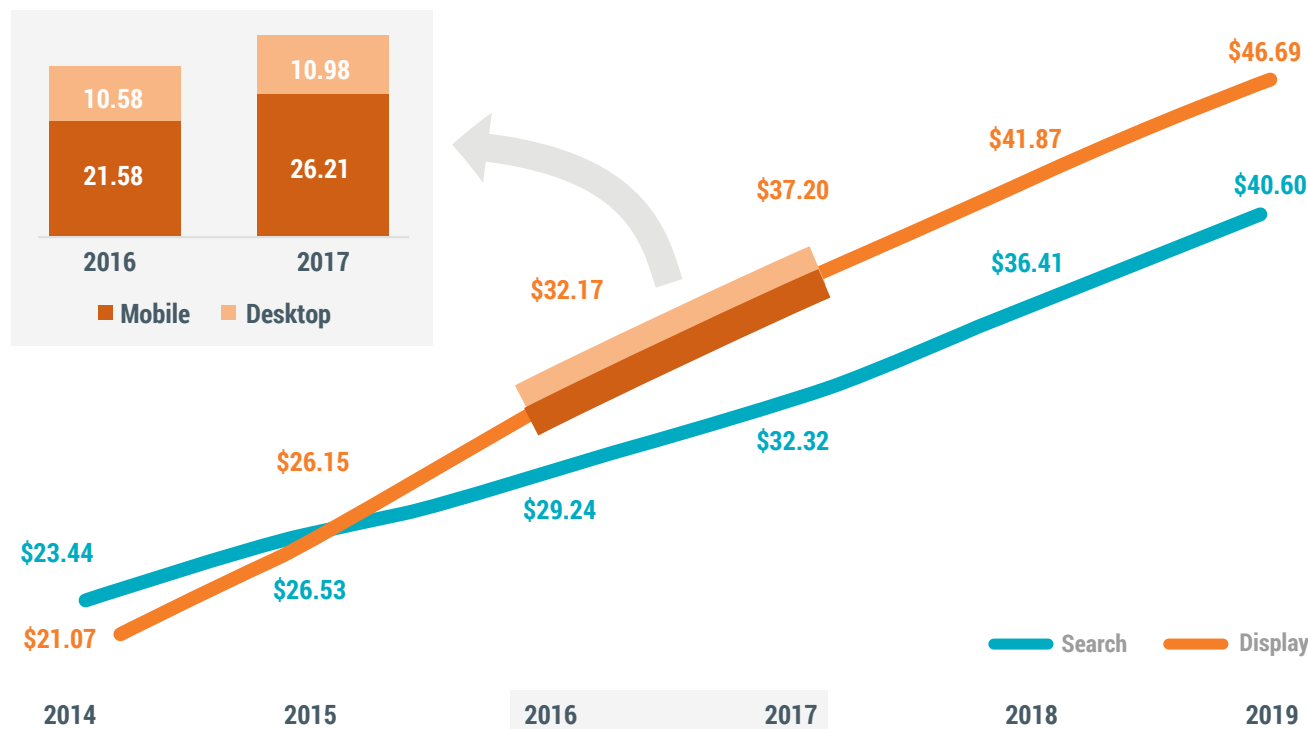
The conversation among marketers has been very focused on search marketing for the past few years – and rightly so thanks to its explosive growth. But it's time to shift the conversation again.

Contrary to what many marketers may believe, display advertising is not going anywhere. It's here to stay.

Display ad spending is set to surpass search this year. Over \$32 billion will be spent on display ads in 2016 (search marketers will still spend a significant **\$29 BILLION**).<sup>2</sup>

Mobile is the single largest driver of this growth in display advertising. Spending on mobile display ads has already surpassed desktop. Digital marketers will invest **\$21 BILLION** in mobile display advertising this year.

Display spending now exceeds search, with mobile as the main driver.



## Is Ad-Blocking a Threat?

Some marketers are concerned about the growth of ad blocking. Ad blocking is the practice by consumers of using software to block the ads displayed on their desktop and mobile devices.

As of 2015, only **9%** of US adults currently use ad blocking software.<sup>3</sup> Adoption has not been as rapid as anticipated, but that doesn't mean it won't speed up.

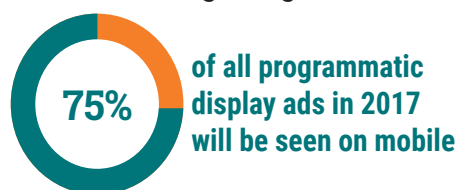
Marketers have responded by exploring new ad types, such as native advertising, and exploring more targeted in-app positioning. (Consumers are 7x as likely to spend time in an app than on a mobile website.)<sup>3</sup>

# NEW OPPORTUNITIES IN DISPLAY ADVERTISING

With any marketing channel, continuous improvement must occur to remain strong and relevant to both marketers and consumers. And display has been both. A new way to purchase ad space, and new ways for consumers to see and interact with display advertising are only a few examples.

## PROGRAMMATIC

Spend on programmatic display ads will reach **\$38 billion** by 2018 (82% of total digital display ad spend).<sup>2</sup> Mobile is fueling this growth:



There are many reasons for the rising popularity of programmatic ad buying. In the case of display advertising, marketers benefit from: **more audience data, better targeting, and efficient ad buying.**

## NATIVE ADVERTISING

Ad blocking's perceived threat has actually helped native advertising thrive. Estimates show spending on native ads will reach **\$21 billion** by 2018 (over 300% growth in only 5 years).<sup>4</sup>

The way we consume information on our mobile devices – in very singular, fluid feeds – has bolstered native advertising's effectiveness. It creates: **seamless integration into scroll and less intrusive messaging.**

## CLICK-TO-CALL

Many marketers are familiar with click-to-call technology. We're already using it on our mobile websites and in our mobile search ads with call extensions, call-only ads, and local search results.

Click-to-call is poised to revolutionize display advertising. From how consumers will engage with display to how marketers will measure its success, click-to-call is changing the display game.

The next pages will explore how consumers call from display, and tips to drive more.





## 5 Tips to Drive More Calls From Display Advertising

**28.4 billion** calls will be made from display ads in 2016.<sup>1</sup> Your display ads, from the targeting to the ad copy, need to set consumers up to understand what they need to do to take action.

**You can get started with these 5 tips.**

# Tip 1 Use Calls as the Main CTA

Brand ads are fine for awareness, but if you want to drive conversions you need to give people a reason to click. Use your ad copy to its greatest advantage: Tell consumers the exact action you want them to take.

## TELL THEM TO CALL

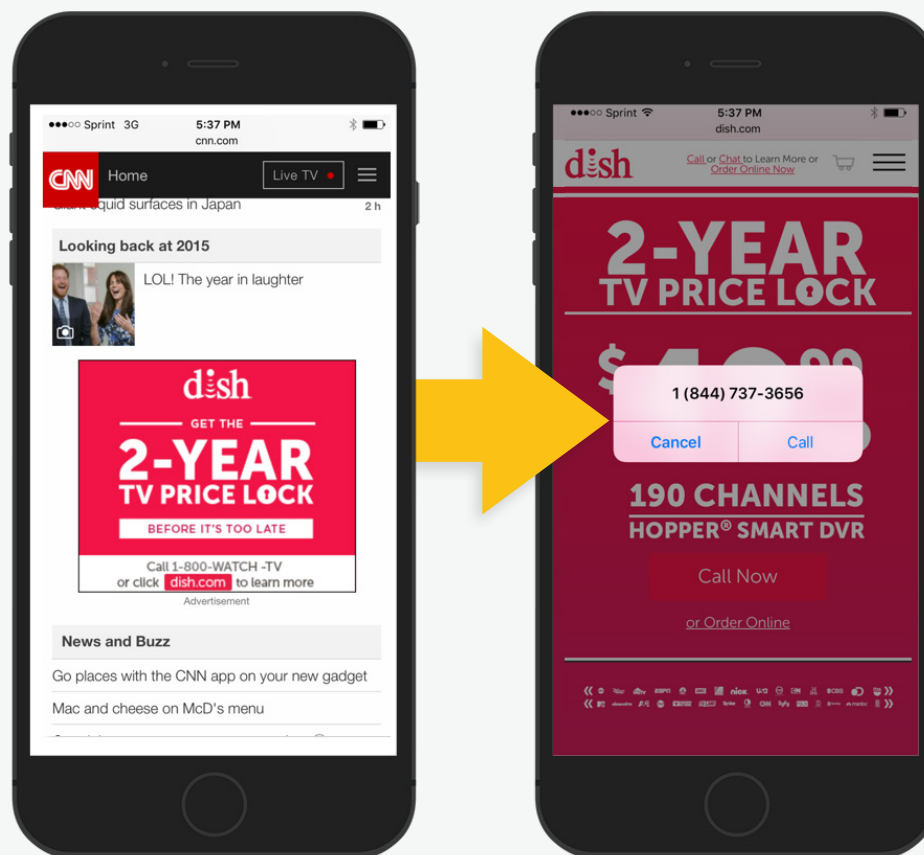
To drive calls from display, your ad creative must include language that tells the viewer to call.

As consumers we've been trained to see display ads as branding and disruptive to our user experience. How else will they know how to take action?

## REMEMBER

Also think about the language you use on display landing pages. Callers will be directed there from your ad.

Keep your message consistent to your ad, and give visitors the option to call again. They can click-to-call from your landing page as well!



Offer incentive to act. These people aren't actively searching for your business.

## Tip 2 Include Calls in Targeting

If a customer has called your business before from display or any marketing channel, use that as criteria to target your ads by integrating call data in your DMP and DSPs. If you know which audience has a higher likelihood of calling you, you can directly target your ads to them.

### THE RIGHT AUDIENCE

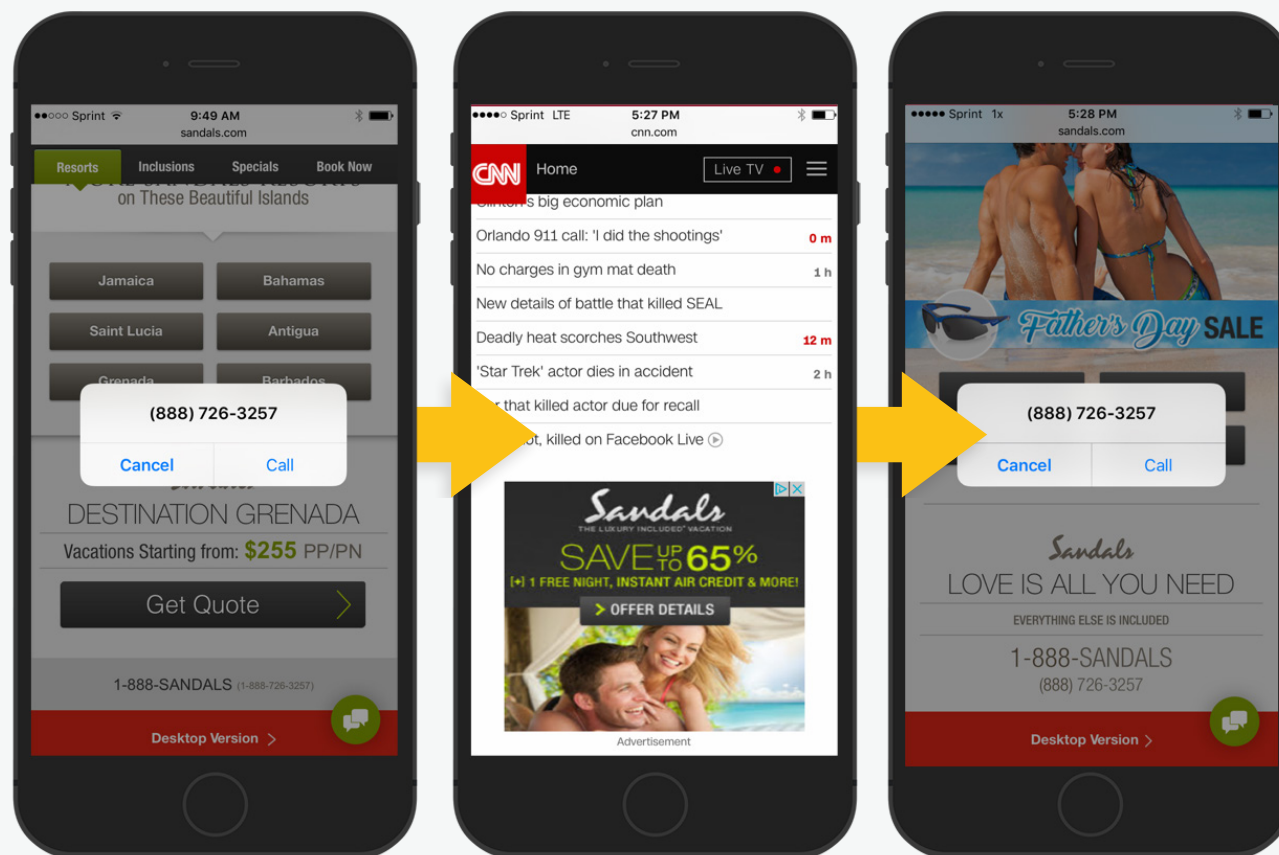
Use your first-party data to retarget website visitors and build lookalike audiences based on existing customers.

Retarget them with display ads and use language that incentivizes them to call. Test out different “Call Now” CTAs and direct them to visit your website where you can encourage them to call again.

### CREATE EXCLUSIONS

Once you know who has called your business you can also use that information to exclude them from your display targeting.

Don't waste marketing dollars driving calls from current customers who might be calling for support, for example.



If someone has visited your site and called...

...retarget them with special offers...

...to encourage them to call again.

*“We are able to not only improve and refine our ad targeting to get the right display ad in front of the consumers ready to call, but also avoid targeting consumers who have already converted.” - COMFORT KEEPERS*

# Tips 3 & 4 Improve Display Targeting to Boost Engagement

## AVOID BAD TARGETING

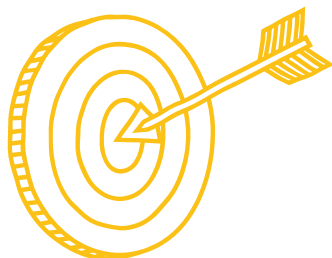
No digital marketer wants to waste ad budget. But that's exactly what bad targeting can do if you're looking to drive more calls from display.

## REMEMBER THE DEVICE

Driving calls from display is about optimizing ads for smartphones. It might seem like a no-brainer, but this means ensuring your ads are targeted to only mobile devices; namely, smartphones. And ensure you have a "Call Now" call-to-action prominently displayed on the landing page.

## CONSIDER TIME OF DAY

What happens if someone sees your display ad at 11pm, visits your landing page with a Call Now CTA, and calls? Ensure you target your ads by time of day. Unless your business is open at that time, and you're staffed to receive calls, you'll only confuse consumers and direct them to your voicemail.



## USE HYPER-LOCAL TARGETING

When you use hyper-local targeting to reach local smartphone owners, it's as though you're speaking directly to them. This is especially important for franchises or businesses with multiple locations.



Remember: Local phone numbers drive 3x more calls than toll-free numbers. (Include on landing pages too.)

Use local language in your ad copy. It creates even more relevance when paired with hyper-local targeting.

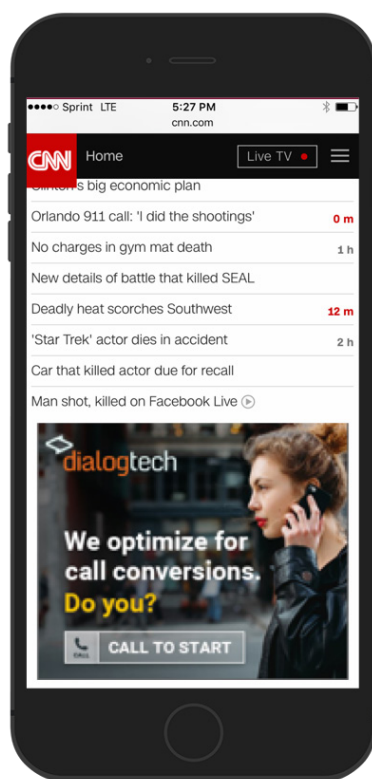


## Tip 5 Test a “Call Button” as the CTA

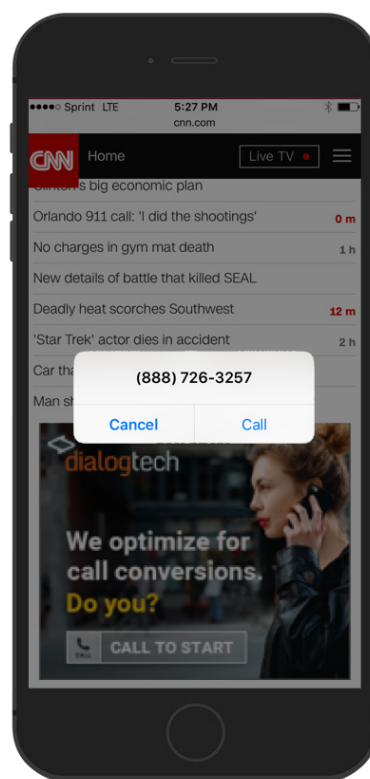
Get even more customers calling by adding click-to-call to your mobile display ads. It works similarly to mobile search marketing, where consumers can click on an ad to place a call.

When consumers click on your call-enabled display ads, they trigger an immediate call from their smartphones while also directing callers to your landing page.

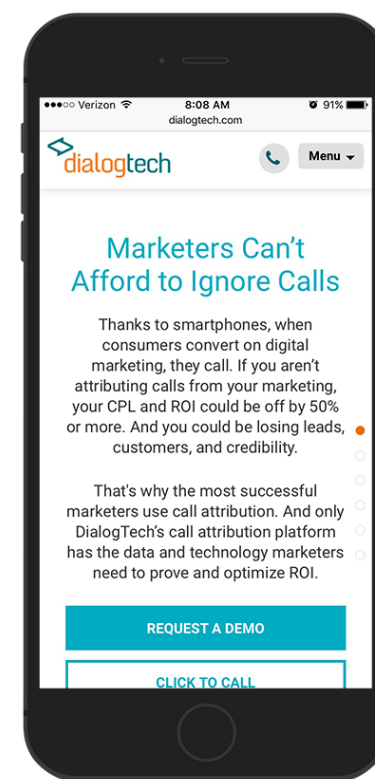
HOW CLICK-TO-CALL FOR DISPLAY WORKS:



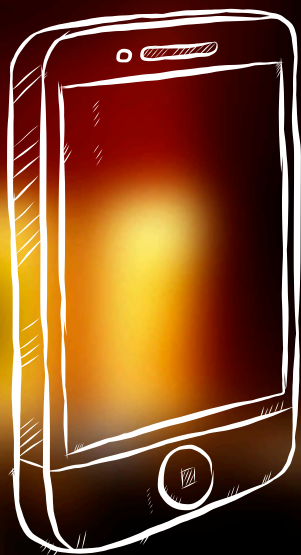
Consumer sees display ad on mobile website.



Consumer clicks on display ad to call.



Consumer is directed to landing page after call.



## Attribute and Optimize Calls From Display

As you begin to drive more calls from your display advertising, marketers need tools to attribute and optimize these calls. Just like you track clicks and customer calls from your paid search, email, social, and other digital marketing, you can do the same for your display advertising.

# GET FULL CREDIT FOR EVERY CALL FROM DISPLAY

Call attribution technology helps marketers capture complete data on every call, caller, and conversation from your display advertising.

You can then rapidly optimize for the ads, placements, and web pages driving the most qualified conversions.

It works for both programmatic and non-programmatic campaigns, whether a consumer calls from your click-to-call ad, from your website, or later from a different channel.

## Marketing Source

Know the display ad and placement that drove the call and the caller's activity on your website.

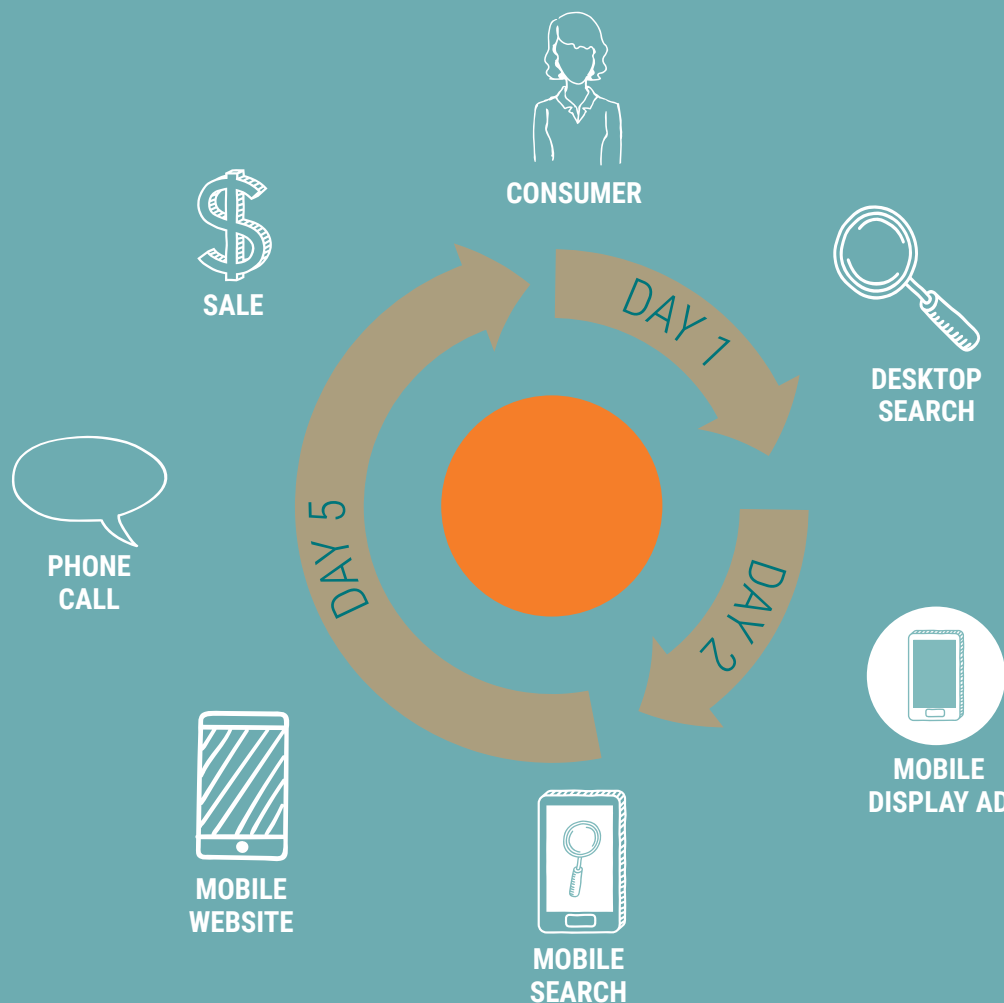
## The Caller

Capture the caller's name and number, their geographic location, and the time/day of the call.

## The Conversation

Know who answered the call, what was said, how long it lasted, if the caller converted, and why.

Often times conversions influenced by display do not occur when a lead sees the ad, but later through a different channel. See example below:



# INTEGRATE WITH MARKETING PLATFORMS TO IMPROVE ROI

As you continue to run your display advertising, you'll continue to gather data just like you always have. The only difference is that now you have additional offline data as well.

This complete data, both online and offline combined, will become the foundation for all future optimizations. The kind of targeting we discussed earlier will require the use of this data. And integrating it with your existing marketing platforms will only make the entire process more efficient.

Optimize for the entire customer journey, not just the online piece, by integrating call data with the data management platforms (DMPs), demand-side platforms (DSPs), multi-attribution platforms, and other tools in your marketing stack.

## Audience Targeting

Integrate call data from any marketing channel into your DMP and DSPs to target consumers ready to call.

Find purchase-ready audiences with characteristics that match past callers or retarget website visitors who called but didn't convert. Exclude past callers who became customers from seeing display ads.

## View-Through Attribution

Most conversions influenced by display do not occur when a lead sees the ad, but later through a different channel.

Integrate call data into your DSP to get full attribution for every call conversion influenced by display, even if the lead calls later from a different channel.

## Multi-Touch Platforms

Add call data from display and other channels into your multi-touch attribution platform to see what combination of channels drive conversions. Map when phone calls from each channel occur in the customer journey and assign the right level of credit to each activity.

Get a clear, accurate view of the customer journey and so you can make the right optimization decisions to drive ROI.



# NEXT STEPS

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As consumers continue to view display ads on their smartphones—and convert by calling—digital marketers need to be armed with the right tools.

To fully optimize ROI from display, marketers need to optimize for calls. You need to get full credit and intelligence for every caller and customer. You need the tools to improve the entire display process, from audience targeting to lead conversion to attribution and optimization.

This is why DialogTech has created the only call-focused solution for display marketing, DialogTech for Display. We want to help digital marketers increase conversion rates from display and prove the impact of their display campaigns on revenue.

Please give us a call at 844.736.9832 to speak with a live representative or schedule a live demo of our platform.

## SOURCES

1. BIA/Kelsey, 2015
2. eMarketer, 2016
3. comScore, 2015
4. BI Intelligence, 2015



## About DialogTech

DialogTech, the combination of Ifbyphone and Mongoose Metrics, provides the only platform for end-to-end call attribution and conversion essential for data-driven marketers. DialogTech's platform solves one of the most pressing challenges in today's mobile-first world by eliminating the black hole inbound calls create in understanding true marketing performance. And as marketers face mounting pressure to drive not only leads but revenue, DialogTech's platform empowers marketers with the call attribution data needed to confidently invest in campaigns that drive calls, as well as the conversion technology necessary to convert callers into customers.

DialogTech serves as a strategic partner to over 5,000 enterprises, agencies, and fast-growing companies across a wide variety of industries.

## Contact Us

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